

SYSTEM AND METHOD FOR REPORTING TO A WEBSITE OWNER USER
REACTIONS TO PARTICULAR WEB PAGES OF A WEBSITE

ABSTRACT OF THE DISCLOSURE

A system (10) for reporting to a website owner (12) user reactions to one or more particular web pages (28) of a website (26) includes a database (36) containing user reaction information for each page (28). The user reaction information for a particular page (28) reflects the subjective user reactions to the particular page (28) received from users (16) that have accessed the particular page (28). A reporting module (46) coupled to the database (36) generates one or more reports (100) using the user reaction information for communication to the website owner (12). Each of the reports (100) reflects the subjective user reactions to one or more particular pages (28). User reactions to a particular page (28) may be received using user reaction measurement software (30, 32, 34) associated with a viewable icon (50).

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